

# Best Practices for Preparing and Delivering Informative Presentations

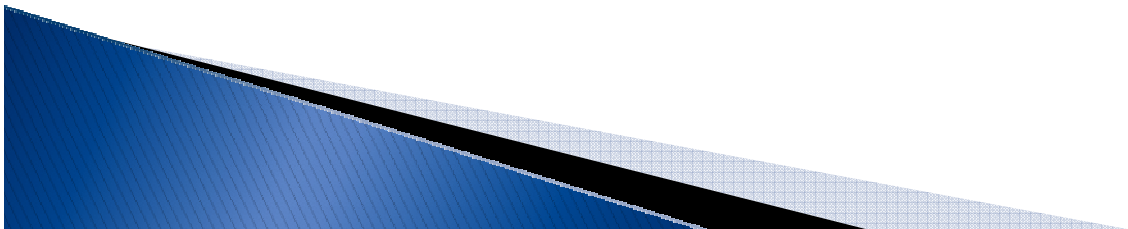
# About Us

- ▶ Charlie Armstrong
  - College recruiting
  - Public speaking instructor, Purdue University
- ▶ Kayla Gregory
  - Marketing Associate, Purdue University
  - President, Association for Women in Communications
- ▶ Jeanine Phipps
  - Accredited Public Relations Professional
  - 20 years of experience in broadcast journalism and public relations



# Session Overview

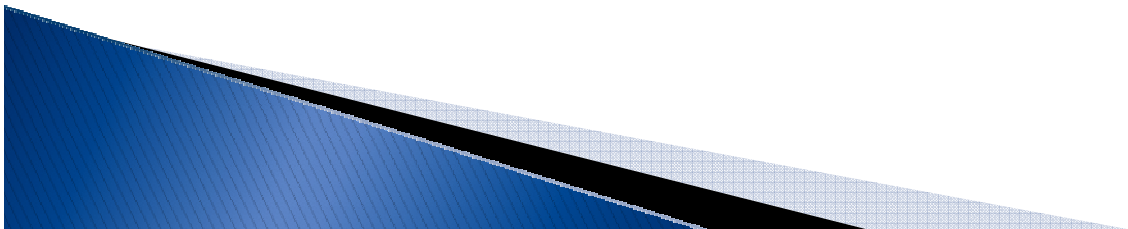
- ▶ Who this session is designed for
- ▶ Session objectives: You will be able to...
  - Analyze future speaking situations
  - Outline an effective presentation using a template
  - Conduct thorough audience analysis
  - Self assess on three major components of delivery
- ▶ Your goals & interests?



# Introduction

Effective informative presentations are...

- ▶ Purposeful
- ▶ Audience-centered
- ▶ Well-delivered
- ▶ Time-appropriate



# Effective informative presentations are...

Purposeful

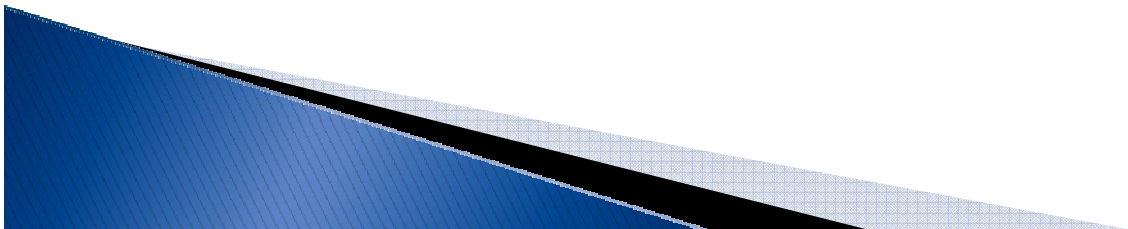
Audience-centered

Well-delivered

Time-appropriate

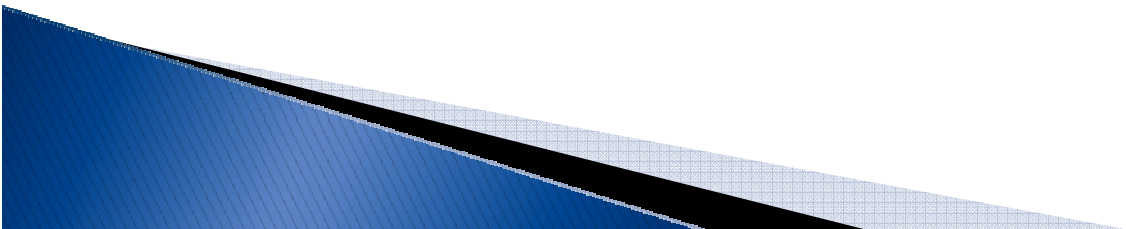
# Purposeful Presenting

- ▶ Clear goal
- ▶ Effective planning
- ▶ Sufficient practice



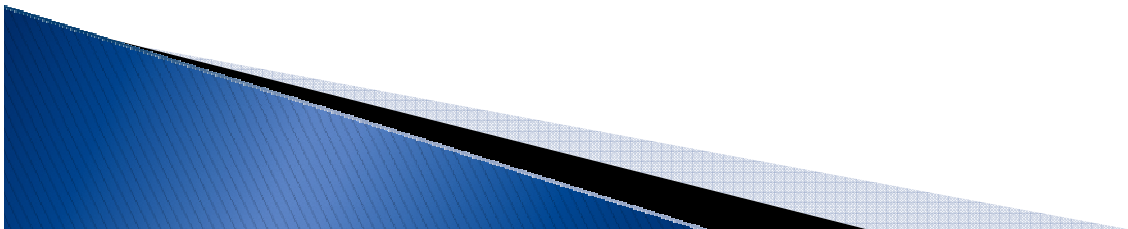
# Clear Goal

- ▶ Central message
- ▶ Audience effect



# Planning

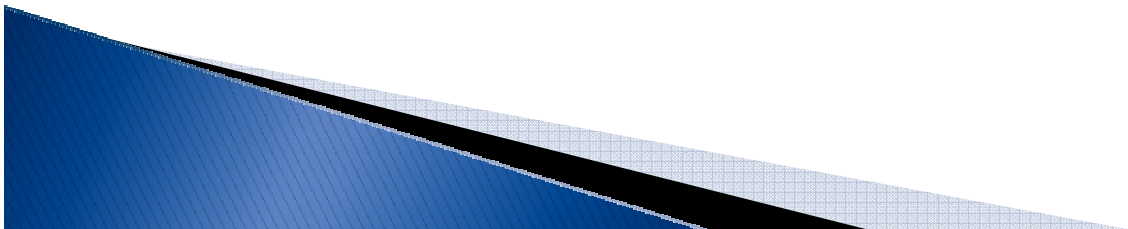
- ▶ Why outline?
  - Aids focus
  - Clarifies organization
- ▶ Elements of an effective introduction
  - Attention getter
  - Announce topic
  - Relevance statement
  - Credibility Statement
  - Thesis with preview of main points
- ▶ Organizational elements
  - Previews and reviews
  - Transitions





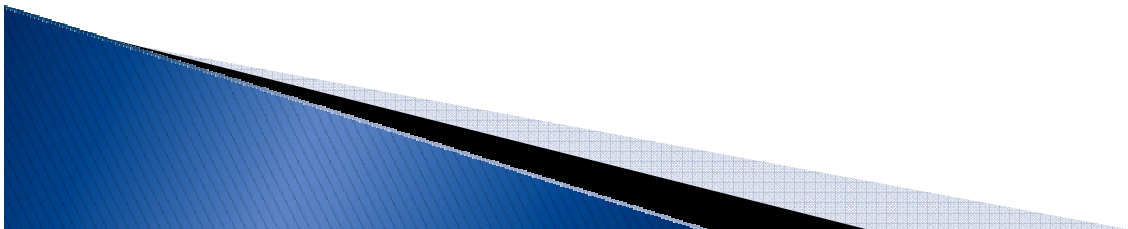
# Practice

- ▶ With outline in front of you
- ▶ With note cards
- ▶ In front of a mirror
- ▶ In front of a friendly audience



# Review

- ▶ Purposeful presenting involves:
  - A clear goal
  - Planning (outlining)
  - Practice

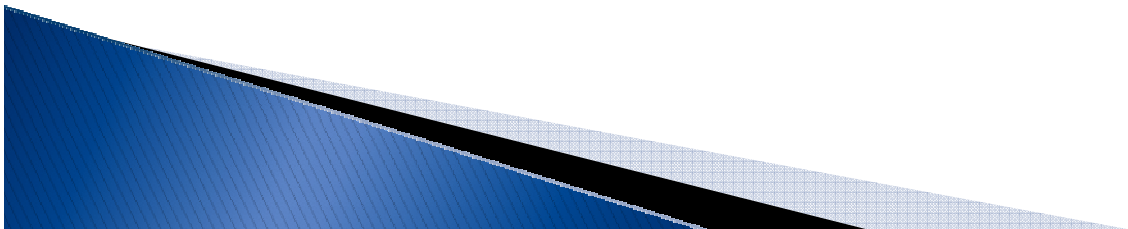


# Effective informative presentations are...

Purposeful  
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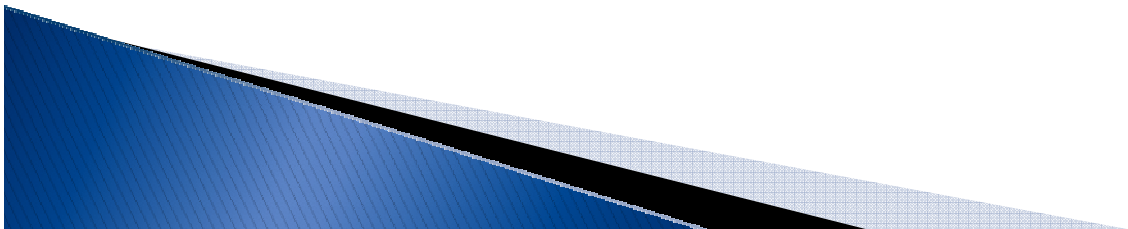
# Audience-Centered Presenting

- ▶ Before the presentation
- ▶ During the presentation
- ▶ After the presentation



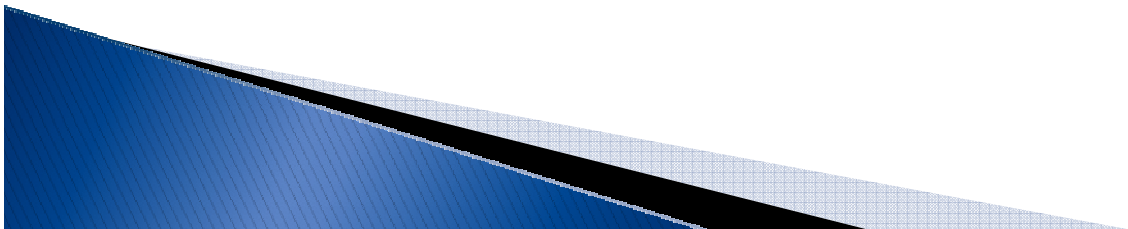
# Before the Presentation

- ▶ Audience analysis
  - Demographic
  - Psychological
  - Environmental



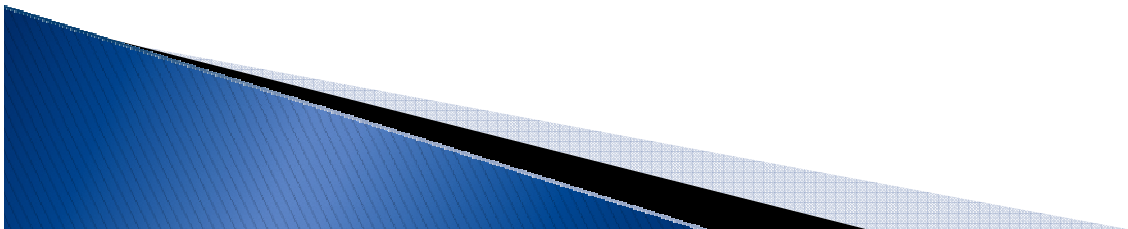
# Demographic Audience Analysis

- ▶ Categorical, “census-type” traits of your audience
- ▶ Examples:
  - Gender
  - Ethnicity
  - Education level
  - Occupation
  - Geographical region
  - Religion
  - Sexual orientation



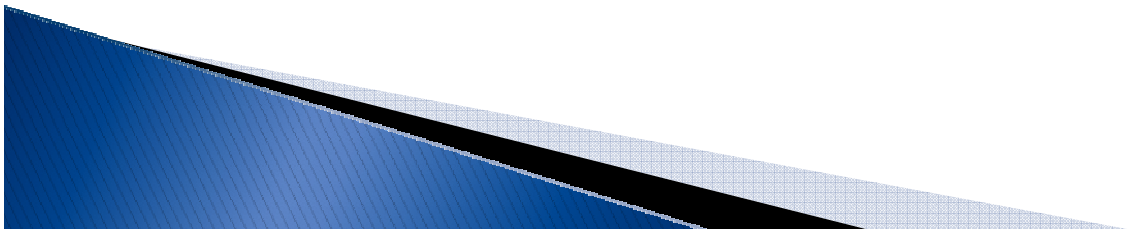
# Demographic Audience Analysis

- ▶ Drawback: Stereotyping
- ▶ Best when: You don't know much about your audience
- ▶ An example:
  - Your topic?
  - Low-income mothers VS.
  - Engineering professionals



# Psychological Audience Analysis

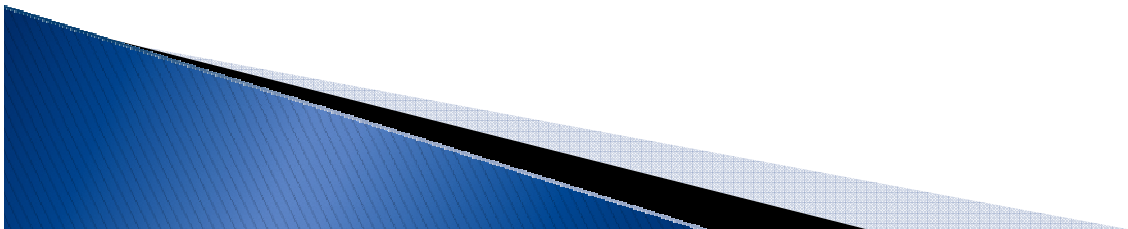
- ▶ Individual mental and emotional orientations to you and your subject
- ▶ Examples:
  - Attitudes
  - Motivation
  - Knowledge





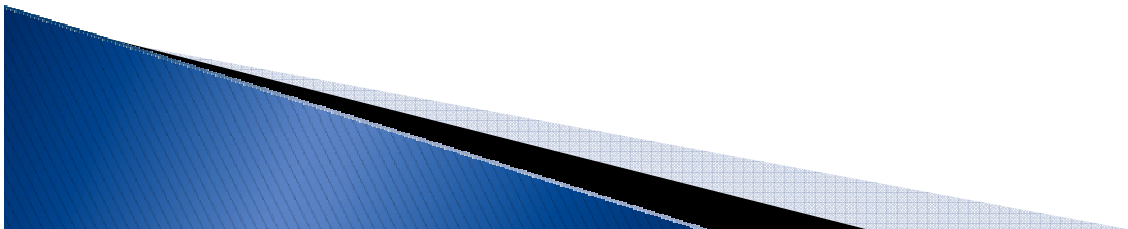
# Psychological Audience Analysis

- ▶ Drawback: Not always feasible
- ▶ Best when: You have opportunity to learn about your audience beforehand
- ▶ An example:
  - Motivated, favorable, unknowledgeable audience at state fair VS.
  - Unmotivated captive audience at mandatory workplace information session



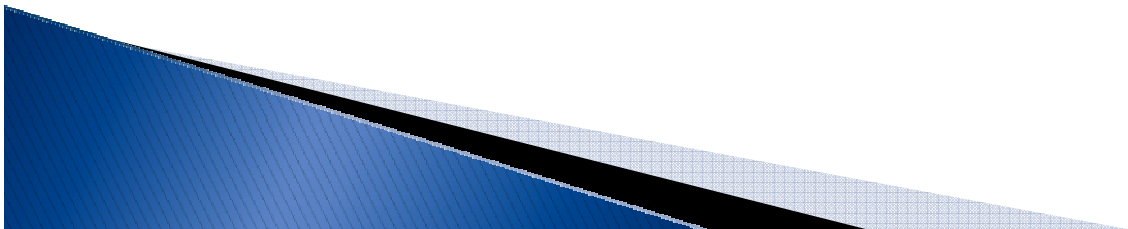
# Environmental Audience Analysis

- ▶ Physical and temporal environment in which you will be speaking
- ▶ Examples:
  - Physical setting
  - Occasion
  - Time of day
  - Order of speakers
  - Time/length of presentation
  - Technology



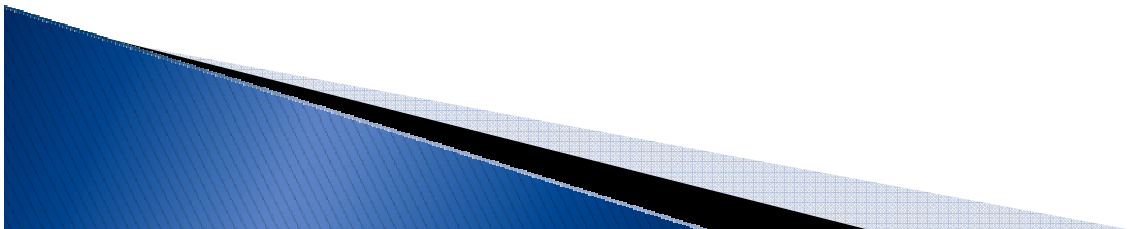
# Environmental Audience Analysis

- ▶ Drawback: Last-minute surprises
- ▶ Best when: Environment has strong impact on speaking situation
- ▶ An example:
  - Mid-morning seminar at professional development conference with comfortable seating VS.
  - Evening presentation at a middle school cafeteria



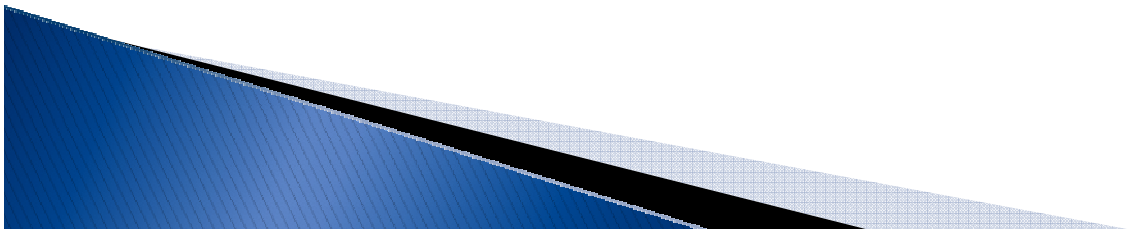
# During & After the Presentation

- ▶ During the presentation
  - Indirect feedback
  - Direct feedback
- ▶ After the presentation
  - Q&A session
  - Surveys and other formal feedback



# Review

- ▶ Audience-centered presentations focus on the audience...
  - Before the presentation
  - During the presentation
  - After the presentation

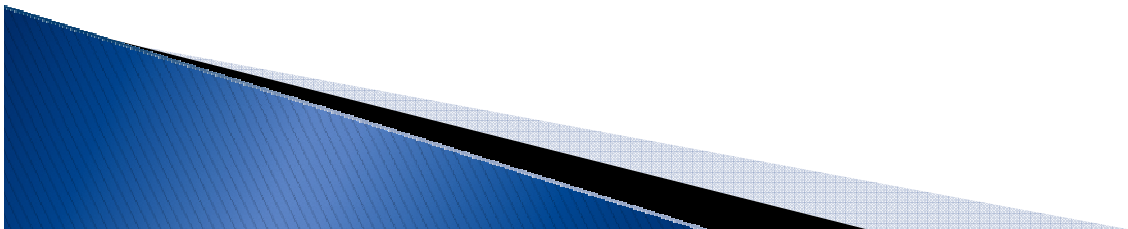


# Effective informative presentations are...

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# Delivery

- ▶ Eye contact
  - Natural
  - Direct
  - Around room
- ▶ Vocal delivery
  - Natural/conversational
  - Well-projected
  - With vocal variety
- ▶ Physical delivery
  - Natural
  - Professional
  - Confident



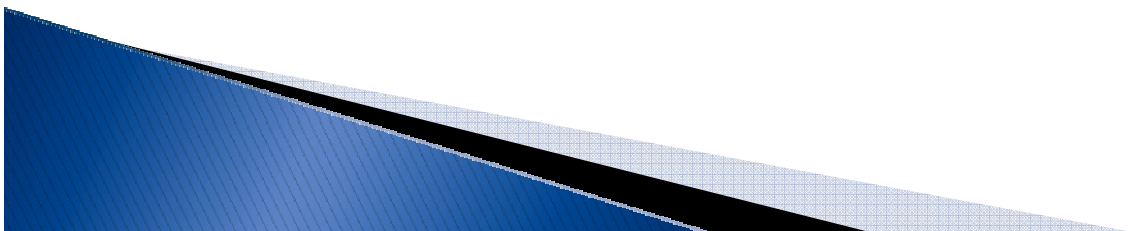
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# Time-Appropriate

- ▶ Know your time constraints
- ▶ Know how to apportion your time
  - Intro (10%)
  - Each body main point (25%)
  - Conclusion (5%)
- ▶ Practice managing your speaking time



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Thank you!

Questions?

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Jeanine Phipps, Charlie Armstrong, and Kayla Gregory,  
Purdue University Department of Communication  
under the direction of Dr. Melanie Morgan.

